

NORTH DAKOTA CLEAN CITIES

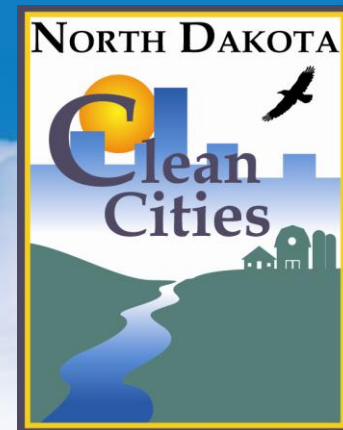


Clean Cities Program 2011

Joey Roberson-Kitzman

Coordinator, North Dakota Clean Cities
Joey.Roberson-Kitzman@lungnd.org

ND Blender Pump Program



- **Funders:** State of North Dakota ARRA and ND Corn Council
- **Awards:**
 - State: \$5k per pump plus \leq \$14k for tank & equipment
 - Corn Council: \$2,500 per pump
- **Awarded to date:**
 - 170+ Ethanol blender pumps
- E85 sales increased by ~150% 2011 vs 2010



North Dakota Comprehensive Statewide High-Level Blend Ethanol Marketing Campaign

Business Objective

Increase the percentage of ethanol in North Dakota's total motor vehicle fuel from 6% to 10%.

Measurement: ND Tax Department Reports

Partners

American Lung Association in North Dakota

North Dakota Ethanol Council

North Dakota Ethanol Producers Association

North Dakota Corn Utilization Council

North Dakota Corn Growers Association

North Dakota Industrial Commission (North Dakota Renewable Energy Council)

North Dakota Clean Cities



Promoting Ethanol Fuels

Campaign Objectives

- Increase FFV owners' use of higher-level ethanol blends by 10% (from 15 to 25%).
- Increase auto industry familiarity with the use of higher-level ethanol blends by 25%
- *Measurement: Post-campaign survey results*

Opportunities

- Current lack of knowledge about ethanol
 - FFV owners' familiarity with advantages and disadvantages (of E10/E30/E85) currently 38%
 - Auto industry's familiarity with advantages and disadvantages (of E10/E30/E85) currently stands at 37%
- Influencers
 - Family/friends (34%), and mechanics (34%) tell FFV owners to use regular gas

Campaign Strategies

- Create a consistent promotional message for higher-level ethanol blends
- Motivate FFV owners to use higher-level ethanol blends
- Educate the auto industry on the benefits of using higher-level ethanol blends

Promoting Ethanol Fuels

Target Audiences

- North Dakota flex fuel vehicle owners
- North Dakota auto industry
- Key influencers (friends and family)

Campaign Timing

- Year 1: October 1, 2011 – September 30, 2012
- Year 2: October 1, 2012 – September 30, 2013

Campaign Budget

- \$424,000

City Requested a Coordination Study Through the MPO



32nd Ave S - I-29 West Ramp to S 20th St
was the first corridor

Summary of 32nd Ave S

Total Estimated Project Costs	Cost Description Unit Cost
Alliant Eng. Consultant Contract	\$24,890.00
Agency Staff Time	\$ 4,080.00
Data Collection	\$ 3,600.00
Equipment	\$10,000.00
Total	\$43,000.00

Total Cost / Zone (\$)	Annual Benefit (\$)	Gallon of Fuel Save per Day
\$43,000	\$1,336,453	292

- 292 Gallons of Fuel Saved Every Day.